



ALCOHOL ADVERTISING

Advertising and Youth

More children, ages 9-11, can recall the slogan of the Budweiser Frogs than Smokey the Bear or Tony the Tiger. Leiber, L. Commercial and character slogan recall by children aged 9 to 11 years: Budweiser Frogs versus Bugs Bunny. Berkeley: Center on Alcohol Advertising. 1996.

Children who reported greater awareness of television beer advertising had more favorable beliefs about drinking, greater knowledge of beer brands and slogans, and increased intention to drink as an adult. Grube, J.W. and Wallack, L. Television beer advertising and drinking knowledge, beliefs, and intentions among schoolchildren. American Journal of Public Health 84 (2): 254-259. 1994.

56% of students in grades 5 to 12 say that alcohol advertising encourages them to drink. The Scholastic/CNN Newsroom Survey on Student Attitudes About Drug and Substance Use. February, 1990.

Advertising and Consumption

According to one study, 33% of people who had a "high exposure" to alcohol advertising reported having five or more drinks in a single day or night at least once per week, compared to 16% of those with "low exposure". Atkin, C.K., Neuendorf, K. and Mc Dermot, S. The role of alcohol advertising in excessive and hazardous drinking. Journal of Drug Education. 13:313-325. 1983.

Advertising and Minority Communities

In Chicago, minority communities have 5 times as many billboards as white neighborhoods. African American and Latino neighborhoods tend to have more alcohol billboards than white neighborhoods. In San Francisco, African American neighborhoods had more than three times as many, and Latino neighborhoods more than twice as many alcohol billboards per resident, as white neighborhoods. Altman, D.G., Schooler, C., and Basil, M. D. Alcohol and cigarette advertising on billboards. Health Education Research: Theory and Practice. 6 (4): 487-490. 1991.

Advertising and Traffic Accidents

One recent national study linking advertising to consumption and motor vehicle deaths estimates that reducing alcohol advertising by 15% would result in 1,300 fewer motor vehicle deaths per year. Saffer, H. Alcohol advertising and motor vehicle fatalities. The Review of Economics and Statistics. 79 (3): 431-442. August 1997.

Advertising and Beliefs About Alcohol

In one study, college students were surveyed about their beliefs and attitudes about alcohol. After being shown alcohol ads with warnings about the risks of alcohol use, their beliefs that alcohol had little risks decreased. Slater, M. D. Alcohol warnings in TV beer advertisements. Journal of Studies on Alcohol. May, 1998.